

## Wayne-Dalton News

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### Wayne-Dalton featured in KB Home GreenHouse: An Idea Home Created with Martha Stewart

Wayne-Dalton's most expressive model, **Model 9700**, will be unveiled in the KB Home GreenHouse™: An Idea Home Created with Martha Stewart at the January 2011 International Builders' Show in Orlando, Fla.

Model 9700 will be featured in the stylish Westfield design with six square windows and Aspen decorative exterior hardware. Model 9700 steel garage doors provide increased energy efficiency with an R-10 insulation value. To create a complete door system, the door will be paired with the Genie® ReliaG™ 800 opener, which offers the quiet yet powerful 1/2 HPc Power Plus motor for smooth and reliable operation.

"In addition to a high insulation value, the 9700 provides hundreds of customizable design combinations with color, styles, windows, and decorative hardware. It's an ideal choice for builders and homeowners who want to match the garage door to the home's architecture," said Dave Osso, Wayne-Dalton brand manager. "Anything Martha Stewart is involved with features great looks and attention-to-detail, so the Model 9700 garage door is a perfect match for this type of home."

In addition to the design being influenced by Martha Stewart, one of the country's leading lifestyle experts, the KB Home GreenHouse is to be the first net-zero energy, single-family home in the Builder Magazine Concept Home series. The KB Home GreenHouse will also demonstrate to consumers that this environmentally friendly home not only saves energy and water through the use of solar and thermal systems and meeting EPA's WaterSense for new homes specifications, but can also save them money for years to come by reducing energy bills.

"Teaming up with KB Home, one of country's premier homebuilders, and incorporating Martha's incomparable style and eye for functionality has been a fantastic experience," said Boyce Thompson, editorial director for Builder Magazine. "We're always looking for new ways to showcase the latest and greatest in building technology and KB Home's efficient designs and industry leadership in the field of green building have allowed us to do exactly that."

The home will open for tours in Orlando, Fla., on Wednesday, Jan. 12, 2011, to coincide with the International Builder's Show, the world's largest building industry tradeshow.

In addition to live on-site tours, a virtual tour will be available. To learn more about this year's Builder Magazine Concept Home and register to take a tour, visit [www.builderconcepthome2011.com](http://www.builderconcepthome2011.com). To learn more about Wayne-Dalton and the 9700 visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com) or visit Wayne-Dalton at Booth W-971 at the International Builder's Show.

### **About Wayne-Dalton**

For over 50 years, Wayne-Dalton has designed a wide array of residential and commercial garage doors and openers to lead the industry in product innovation. This approach has propelled the company from its humble Amish roots in Mt. Hope, Ohio, to a world-class leader operating through diverse supply channels. Nine manufacturing facilities, over 70 Sales Centers, and over 1,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne-Dalton continues to expand its offering into other building material categories, and offers a complete line of Fabric Shield Storm Protection Products.

### **About BUILDER magazine**

BUILDER magazine is the leading media brand for the housing industry. It reaches more than 114,000 industry professionals. This show home will be the 13th in the Builder Concept Home series, a fixture at the housing industry's annual convention since 1998. BUILDER magazine is owned and produced by Hanley Wood. Visit [www.builder.com](http://www.builder.com). Hanley Wood, publisher of BUILDER is a leading business-to-business media company focused on the residential and commercial construction and design industries. The company produces magazines, Web sites, e-newsletters, exhibitions and conferences, custom marketing, data services and house plans. Visit: [www.hanleywood.com](http://www.hanleywood.com).

### **About KB Home**

KB Home, one of the nation's premier homebuilders, has delivered over half a million quality homes for families since its founding in 1957. The Los Angeles-based company is distinguished by its Built to Order™ homebuilding approach that puts a custom home experience within reach of its customers at an affordable price. KB Home's award-winning home designs and communities meet the needs of first-time, move-up and active adult homebuyers. KB Home was named to FORTUNE® magazine's 2010 list of the World's Most Admired Companies for the sixth consecutive year, and ranked #1 for "Innovation" among homebuilders. The Company trades under the ticker symbol "KBH" and was the first homebuilder listed on the New York Stock Exchange. For more information about any of KB Home's new home communities, call 888-KB-HOMES or visit [www.kbhome.com](http://www.kbhome.com).

### **About Martha Stewart Living Omnimedia**

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, Martha Stewart Living, periodic special issues and books. The [marthastewart.com](http://marthastewart.com) website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces the Emmy-winning, daily television series, "The Martha Stewart Show," and other original programming on Hallmark Channel, including "Mad Hungry with Lucinda Scala Quinn" and "Whatever with Alexis & Jennifer." Broadcasting also encompasses Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected

companies, including the Martha Stewart Collection exclusively at Macy's, the Martha Stewart Living line of home-improvement products at The Home Depot, Martha Stewart Crafts with EK Success at Michaels and independent retailers, the Martha Stewart Pets line at PetSmart and more. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit [www.marthastewart.com](http://www.marthastewart.com).